



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	EWALD	:	Group Art Unit:	3625
Serial No.	10/672,133	:	Examiner:	Smith, J.
Filed:	09/26/2003	:	Confirmation No.	6111
For:	SYSTEM AND METHOD FOR PURCHASING LINKED WITH BROADCAST MEDIA	:	Attorney Docket No.	49663.21740

**APPLICANT'S RESPONSE**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicant submits this Response along with a Request for Continued Examination (RCE) in response to the Decision of the Board of Patent Appeals and Interferences in this application, mailed April 27, 2006. Applicant also submits herewith the Declaration of Walter E. Thain, Jr., Pursuant to 37 C.F.R. §1.132. Claims 1-19 remain pending in this Application. Entry of this Response and the Declaration of Thain and continued examination of the present application are hereby requested.

**Remarks**

In its Decision, the Board affirmed the final rejection of pending Claims 1-19. Claims 1-13 and 15-19 stand rejected under 35 U.S.C. §102(e) as being unpatentable over *Kesling, et al.* (US Publication No. 2002/0132575), and Claim 14 stands rejected under 35 U.S.C §103(a) as being unpatentable over *Kesling* in view of an Official Notice regarding secure communication channels. Applicant continues to traverse these rejections and hereby requests reconsideration thereof, and submits the Declaration of Thain in support of the traversal.

In particular, the Board noted that Applicant "argues that the only technical detail disclosed by *Kesling* is that the broadcast receiver includes a high power wireless transceiver and can function as a conventional text pager (¶0066), and that this